



WTIC-TV

ORDER

Print Date 08/10/12

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Flight Dates 08/12/12-08/13/12

Contract / Revision 378914 /

Original Date / Revision
08/10/12 08/10/12

Advertiser Women Vote (issue)

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product

ISSUE

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11605

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Order Share 16% Market Value 12500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	34%	4250
4WVIT	25%	3125
5WTNH	25%	3125
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	3	\$1,700.00	\$2,000.00	0.00	07/30/12	08/13/12	3	\$1,700.00	\$2,000.00
Totals	3	\$1,700.00	\$2,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	61	08/13/12	08/13/12	M-F 8a-9a Mon 8a-9a	CM	8a-9a	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	1-----		1		\$200.00		0.00					
N 2	61	08/13/12	08/13/12	M-F 7p-730p Mon 7p-730p	CM	7p-730p	1-----	:30	1	\$600.00	03	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	1-----		1		\$600.00		0.00					
N 3	61	08/12/12	08/12/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	03	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-----1		1		\$1,200.00		0.00					
Totals														3	\$2,000.00